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RVIA

RECREATION VEHICLE DEALERS ASSOCIATION OF NORTH AMERICA — RVDA

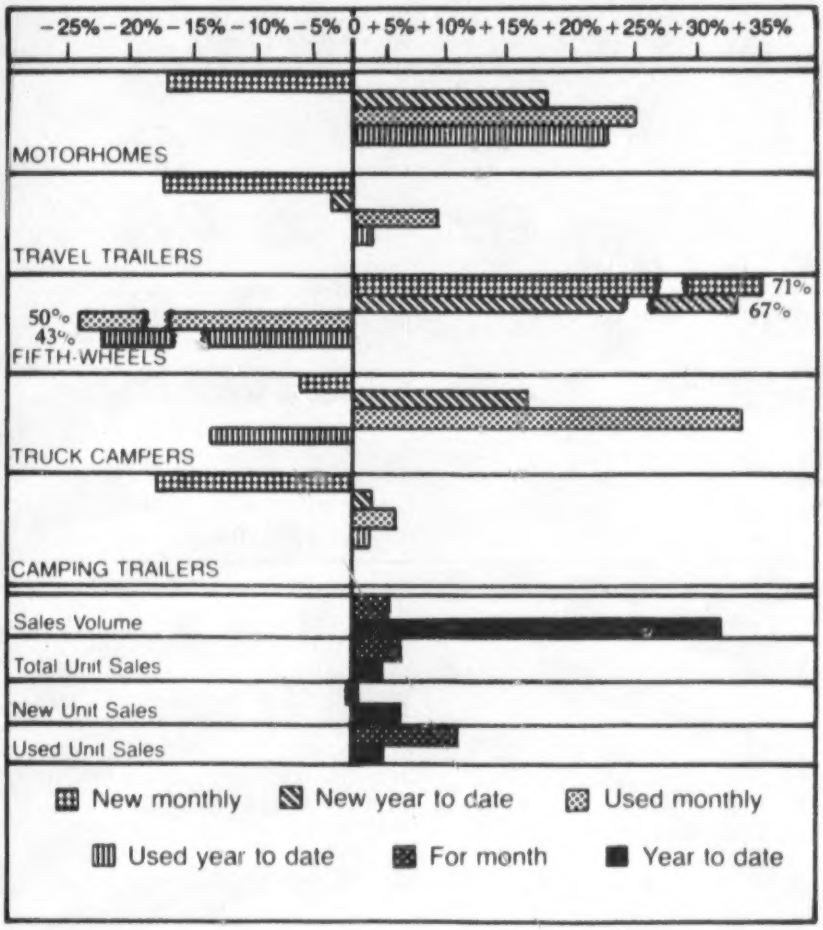
WAREHOUSE DISTRIBUTORS ASSOCIATION FOR LEISURE AND MOBILE PRODUCTS, INC

VBPA

NCOA

ON THE COVER: The year 2000 A.D. is a short 18 years away. Will the RV industry take off into the future, or mire down in the present? See page 30 to find out what's possible. Photo: Imagics.

PERSPECTIVE



Retail sales figures for RVB's Dealer Advisory Board (DAB) during the month of August indicate some slippage from the relatively strong upward trend in sales volume for the year. That increase, which is averaging 31% for the year, dwindled to only 5% in August compared to the same month last year. Also, the number of dealers whose sales were down from last August is the largest monthly drop for the year.

But year to date, it is still a good year. Most dealers are up, and the sales volume increase of 31% is impressive. The unit increase isn't great, but it is up.

Used unit sales are good, and profits are excellent. Most dealers are very pleased with their accessory and service sales where profits are reported excellent by most dealers on the DAB.

MOTORHOMES:

Sales were down for the month in this category, but they are up impressively for the year to date. Sales of Class C's have definitely taken a turn for the better—perhaps some indication that families are again getting into the motorhome market.

The supply of used motorhomes has apparently improved over what it was earlier in the year, because sales are now running well ahead of last year.

Profits by members of the DAB show a wide variation in ratings. Some say they're excellent, some rate them only fair; most call them good.

TRAVEL TRAILERS:

As with motorhomes, there was an 18% drop in new unit sales for the month. Year to date, there is still a respectable increase.

Dealers can't account for the midsummer drop. Perhaps economic conditions kept more of the new buyers, who generally buy at vacation time, away from dealers' lots. Sticker-shock turns a lot of would-be trailerists away. The average workingman is looking for a payment he can hack—and he isn't finding it.

TRUCK CAMPERS:

Sales were down only one unit for the month but the 17% increase for the year is impressive, particularly for an RV category that appears to be experiencing some recovery after being at death's door.

The two largest dealers of this RV type on the DAB report profits excellent.

FOLDING TRAILERS:

Sales were up for the month over last year, but for the year to date, they're slightly down. Generally, those dealers who do a good job with this RV type are doing well in terms of sales and profits; those dealers who stock them only incidentally are running short of previous years' sales. Camping trailers require a constant effort, a fact some dealers tend to forget.

Profits are reported as only fair to good during August.

FIFTH-WHEELS:

In terms of percentages, fivers are up astronomically; in units, that isn't the case. Still, it's obvious that this RV type is enjoying somewhat of a boom. The trend has been with us all year. An increase in mini-fiver sales accounts in part for the big jump.

Profits are rated good by most dealers.

SHIPMENTS

AFTERMARKET

CATEGORY	NO. UNITS SOLD
AM/FM Stereo Tape	2
Antenna	1088
Auxiliary Battery	260
Awning	1298
Battery Isolator	763
Fluorescent Lights	707
Generator	14
Portable Barbeque	136
Portable Toilets	332
Roof Air Conditioner	1271
Smoke Detector	0
Tire Carrier	664
Tire Pressure Gauge	29
Toilet Chemicals	16,526
Trailer Jacks	1398
TV (Black & White)	0
TV (Color)	0
Vacuum Cleaner	0
Other (your own most sold items)	
Connectors	1225
Fans	378
Hitch	605
Sewer Hose	479
Steps	117
Storage Pods	121

In addition to our regularly reported aftermarket items, our Advisory Board Members reported sales of these additional most frequently sold items: connectors (1225), fans (378), hitches (605), sewer hoses (479), steps (117) and storage pods (121). Aftermarket distributors who would like to participate in our *Aftermarket* report are invited to contact the editors at RVB, 29901 Agoura Road, Agoura, California 91301.

RVIA, AUGUST

The marketing committee of the Recreation Vehicle Industry Association has announced that the total number of recreational vehicles shipped from manufacturers' plants during August 1982 was 22,100, up 3.8% from August of 1981.

The shipment figures released by the association are contained in a report compiled for the membership by RVIA's marketing committee under the chairmanship of John Agno of Stirling Power Systems.

RV shipments were as follows in August 1982		August 1981	Percent Change	Cumulative 1982	Cumulative 1981	Percent Change
TRAVEL TRAILERS	4100	4300	– 4.7%	38,700	39,700	– 2.5%
FIFTH-WHEELS	1000	700	+42.9%	8100	6400	+26.6%
TRUCK CAMPERS	500	400	+25%	4300	3700	+16.2%
MULTI-USE VEHICLES	10,900	9700	+12.4%	75,800	66,000	+14.8%
TYPE A: MOTOR-HOMES	1700	1200	+41.7%	13,100	10,000	+31%
TYPE B: VAN CAMPERS	300	400	–25%	3000	2900	+ 3.4%
TYPE C: MINI MOTOR-HOMES	1600	1700	– 5.9%	13,100	12,400	+ 5.7%
FOLDING CAMPING TRAILERS	2000	2900	–31%	24,600	26,200	– 6.1%
TOTALS	22,100	21,300	+ 3.8%	180,700	167,300	+ 8%